**Meriton: World Tower Video**

|  |
| --- |
| *0:00-0:50*  Australia offers a lifestyle that is the envy of the world.  Superb climate, economic and political stability, and vast open spaces make Australia a great place to visit and the perfect place to live.  In an unsurpassed location, towering over the central business district, with breathtaking views, luxury apartments and world class facilities is the spectacular, 5-star, World Tower.  In keeping with the Meriton philosophy of creating self-contained, integrated communities; location plays a crucial role. |
| *1:34-2:20*  World Tower is comprised of beautifully designed, spectacularly appointed apartments. As well as ten levels of superior commercial space, including a child care centre.  Developed by Australia’s largest developer, Meriton apartments, and designed by multi-award winning architects, Nation Fender Kanselidas, world tower is a unique architectural expression with its striking glass exterior maximizing views and light from each apartment.  Each luxurious residence within the world tower features soaring ceilings, spacious living and dining areas and panoramic views across Sydney and beyond. |
| *4:05-4:25*  World Tower provides world class living in 75 levels of pure luxury with this landmark development, right in the heart of Australia’s premier city.  World tower, the height of luxury. |

|  |
| --- |
| **What is the meaning of the text?** |
| What is the text genre? (Description, Explanation, Persuasive, Recount etc.) |
| What is the purpose of this text? (Why was it made) |
| Who made the text? |
| Who is the intended audience? |
| What indicates this? |

|  |
| --- |
| **Different Modes of Communication**  How do different elements in each mode help create meaning? |
| **Mode: Linguistic** |
| Vocabulary (What type of words are used) |
| Information Structures (How is information presented) |
| Delivery:  *Tone* (loud/quiet, harsh/gentle)  *Rhythm* (fast, slow, medium)  *Accent* (on words, phrases) |
| **Mode: Visual** |
| Perspectives/Angles |
| Salience |
| Lighting and Colour |
| Offer and Demand |
| **Mode: Audio** |
| Music |

|  |
| --- |
| **Multimodal Dimension** |
| **Modal Coherence**  Do the meanings from each mode match throughout the video? |
| **Model Salience**  Identify if and when meaning moves between modes? |
| **Modal Density**  Identify times when all meaning is communicated through one mode? |

|  |
| --- |
| **Overall Evaluation**   * Do you think the designer of the text has used the different modes well to communicate their message? * State how they have, or If not how could they improve it? |